

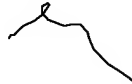

REMARKS

Claims 32-35 and 37 were rejected under 35 USC 103(a) as being unpatentable over Panossian, US #5,249,381 in view of Gintoft, US #3,254,434. In response, said claims have been amended per the independent claim to provide more limitations of the present invention such as attaching the sign to a mounting means via a magnetic bottom of the sign; displaying a plurality of individually selectable messages on a display panel of the sign; selectively illuminating a blinking neon light on the display panel to form letters for messages, words, or phrases; selectively illuminating a left arrow display area on the display panel; selectively illuminating a right arrow display area on the display panel; fitting the sign into a groove on the mounting means, the mounting means having a height control mechanism; extending an electrical cord from the sign to the vehicle; mounting a control unit inside the vehicle, the control unit having an electrical circuit means for connecting to an electrical system of the vehicle; controlling a light source in the display panel via the control unit; activating predetermined display areas on the display panel via the control unit; activating the left arrow display area on the display panel and the right arrow display area on the display panel simultaneously with a preprogrammed message; and flashing the messages, words, or phrases alternately with the left arrow display area on the display panel and the right arrow display area on the display panel, and in sequence, with conventional four-way hazard lights on the vehicle. In short, the cited art does not show nor suggest the level of limitations now found the claims.

Claim 36 was rejected under 35 U.S.C. 103(a) as being unpatentable over Panossian and Gintoft as applied to claim 32, and further in view of Payan et al. US Publication 2004/0128888 A1. Again, it is believe that the further limitation explained above now set the claims apart from the cited art. The cited art does not operate as does the present invention. Any and all extensions of time are hereby requested.

Please charge all fees due and owing to Deposit Account No. 500356 in the name of
Greenberg & Lieberman.

Respectfully submitted,



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